



For Immediate Release

Bruegger's Bagels and Jamba Juice Coming to Storrs Center

January 6, 2014 (*Mansfield, CT*) – David Katz, principal of Five Star Equity Partners LLC, has big ideas and big plans for his growing restaurant business that co-brands Bruegger's Bagels and Jamba Juice. Katz opened his first co-branded location in Orange, Connecticut in 2008. This year, he will open Bruegger's Bagels and Jamba Juice in Storrs Center and by 2016, he plans to open five additional locations.

"We are really excited about our Storrs Center location," explained Katz, "It has been amazing to see the activity that Storrs Center has created here. I had been considering other locations, but when I saw what was happening in Storrs, I made the decision to come to Storrs Center. It's the best thing going!"

Nationally, Jamba Juice is the largest smoothie franchise in the nation and Bruegger's Bagels is the second largest bagel chain. Katz feels the two restaurants complement each other and fit perfectly with a university-centered town center. "Jamba Juice is the Cadillac of smoothies," says Katz. "They are made with fruits, vegetables, and juices, including items such as apples, beets, supergreens, chia seeds, carrots, oranges, celery, ginger, cucumber, and more. Our fresh premium juicing is made on the premises and very healthy – perfect for an athletic, health conscious community." Bagels at Bruegger's Bagels are kettle boiled daily. "When you walk in the door, you smell the aroma of fresh-baked New York-style bagels. You just can't beat it."

Katz is a graduate of the Center for Culinary Arts in Cromwell, Connecticut and honed his chef skills in several high-end restaurant kitchens in New Haven. Soon after, he opened his first store with 12 employees. A few short years later, he was named the 2011 Orange Economic Development Corporation's Business Person of the Year. By the end of 2014, his combined restaurants will employ over 150 employees. "We plan on hiring 60 full and part-time employees at our Storrs Center location," says Katz.

With the lease in place at Storrs Center, Katz expects to open Bruegger's Bagels and Jamba Juice this spring. "We are looking forward to expanding our business in Connecticut and bringing these exciting brands to consumers of Storrs Center," says Katz. "We can't wait to be a part of the excitement!"

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Storrs Center is a mixed-use town center and main street corridor at the crossroads of the Town of Mansfield, Connecticut and the University of Connecticut. Located along Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center knits thoughtful architecture, pedestrian-oriented streets, and public spaces into a series of small neighborhoods that make up the new fabric of the town center. Ground floor retail and commercial uses opening onto landscaped sidewalks reinforce traditional street front activity and is supported by residences above and shared community spaces.

www.storrscenter.com

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